



Immediate release

1010 rewards with a series of Chinese New Year gifts to shape the new you

Hong Kong, 7 January 2014 – Kung Hei Fat Choy! According to the Chinese New Year tradition, a good start might just be the key to having a year of fortune and health, which is why 1010 is happy to start your year off with a bang by giving away Lai See packs* and fitness gifts* to shape a brand new you in the Year of the Horse.

Privilege 1: Lai See packs from 1010



1010 is sharing happiness and fortune during this festive New Year. From 9 January 2014 through 30 January 2014, 1010's new and existing customers signing up to any service plan will be gifted a complimentary Lai See pack*, as a warm welcome in the New Year!



Privilege 2: Receive the 1010 fitness gifts upon signing up on \$479 Digital Life Plan



Are you looking forward to having a brand new you in the New Year? To help you fulfill your New Year resolution, 1010 is offering complimentary fitness gifts*[^] that include a 1010 x Fitbit Flex Wireless Wristband valued at \$898 and two 7-day unlimited passes** to any Pure Yoga/ Pure Fitness location. The fitness gifts are available for customers who sign up on \$479 Digital Life Plan now through 28 February 2014.

For more information about 1010 Chinese New Year offers, please call the 1010 hotline on 2988 1010, visit www.1010.com.hk or go to any 1010 Centre.



YES! Join 1010 and receive fitness gifts to shape the new you!



Pure 7-day Unlimited Pass

Get healthy with family and friends with complimentary 7-day Unlimited Pass X2 to any Pure Yoga/Pure Fitness location



1010 X Fitbit Flex Wristband

Enjoy 1010 X Fitbit Flex Wireless Wristband valued at \$898



HK's Trusted Network

The network created for speed, stability and coverage for an enhanced mobile experience



Facebook Unlimited Data Package

Enjoy unlimited access to Facebook and Facebook Messenger apps in Hong Kong at a fixed monthly fee to greet your family and friends



Samsung GALAXY Note3



Fitbit Flex Wireless Wristband

24-hour Sales Hotline : 2988 1010

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powered by CSL 4G Network

MAKE YES! HAPPEN

Promotion period until 28 February 2014. To enjoy the above offers, you must subscribe to \$479 Digital Life Plan and value added service(s) of not less than \$38 per month simultaneously for a Minimum Contract Period of 24 months. Settlement of service fees by outplay and prepayment (amount depends on your chosen device and Service Plan subscription) via designated credit card is required. The prepayment amount will be credited into your 1010 account by instalments during the Minimum Contract Period. Mobile Service Licence and Administration Fee of \$12 per month is included. Gifts are available while stock last. Complimentary 7-day unlimited pass to any Pure Yoga/Pure Fitness location ("the Pass") is available to first-time Pure visitors who must be Hong Kong residents and 18 years of age or older. Customers must register in advance via the online registration page at www.pure-international.com/1010 before store visit during the promotional period. Terms and conditions of the Pure International (HK) Ltd apply. Subscription for a Minimum Contract Period of 12 months is required and this Service is only applicable to selected Service Plan(s). Mobile Data charges will apply when you incur any other Mobile Data usage, including but not limited to, downloading the App, using the "Check In" feature, accessing content from and/or redirection to any other websites or applications (e.g., YouTube, Flickr, Google map, games, etc.). Other terms and conditions apply. We reserve the right to terminate or change these Service Plans, offers or terms and conditions at any time without prior notice. We reserve the right to make the final decision in the event of any dispute. Please visit www.1010.com.hk for 1010 Centre addresses, details of products, Service Plans, offers and terms and conditions.



*Gifts are available while stocks last.

^To enjoy this offer, you must subscribe to \$479 Digital Life Plan (device connection) and value added service (s) of not less than \$38 per month simultaneously for a Minimum Contract Period of 24 months. Settlement of service fees by autopay and prepayment (amount depends on your chosen device) via designated credit card is required. The prepayment amount will be credited into your 1010 account by instalments during the Minimum Contract Period. Mobile Service Licence and Administration Fee of \$12 per month applies.

**Complimentary 7-day unlimited pass to any Pure Yoga/Pure Fitness location is available to first-time Pure visitors who must be Hong Kong residents and 18 years of age or older. Customers must register in advance via the online registration page at www.pure-international.com/1010 before store visit during the Promotional Period. Terms and conditions of the Pure International (HK) Ltd apply.

Other terms and conditions apply.

We reserve the right to change or terminate any of the above services and offers at any time without prior notice. All matters and disputes will be subject to our final decision.

Please visit www.1010.com.hk for 1010 Centre addresses, details of products, Service Plans, offers and terms and conditions.

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About 1010

Launched in 1993, 1010 is the highly regarded premium brand of CSL Limited. Known for its award-winning customer services#, 1010 also draws on CSL's network superiority to provide Hong Kong's professionals and discerning customers with a premium mobile lifestyle service. In 2010, CSL became the first operator in the world to launch dual band 4G LTE with DC-HSPA+ mobile broadband network, and now offers world-class capacity and speed to 1010 customers, complementing the premium value-added services that set the brand apart.

For more information, please call 1010 at 2988 1010.

1010 won "Service Retailer of the Year (Telecommunications)" at the Hong Kong Retail Management Association's "Mystery Shoppers Programme" from 2009-2013.

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